

# Healthy CalFresh Initiative

During the [February 15, 2018 webinar](#), the California Department of Social Services (CDSS) announced a special funding opportunity to help launch the *Healthy CalFresh Initiative* for county social services departments. The Healthy CalFresh Initiative helps forge a stronger relationship between CalFresh and Supplemental Nutrition Assistance Program Education (SNAP-Ed) in the counties and for our recipients.

**The Healthy CalFresh Initiative** includes three ready-to-go campaigns to engage CalFresh participants from April through June and beyond. The supplemental funding will spark ongoing, statewide collaboration between CalFresh and SNAP-Ed. It is important to remember:

1. This is special, one-time funding, and counties must obtain prior approval from CDSS to access that funds.
2. Funding **MUST** be claimed by the end of the current fiscal year on the County Expense Claim (CEC) due to CDSS by July 20, 2018.
3. Awards amounts are determined by county size.
4. Awards are intended to support a mix of activities, materials and staff time required to execute the provided campaigns.

## A Closer Look

Take a look at these ready-made campaigns. This is an easy and unique way to leverage the great work that is already being done in counties across the state!

### **Get More at the Farmer's Market**

Help CalFresh participants purchase healthy, seasonal grocery options through increased awareness of benefits that can be used at local farmer's markets. We will provide you an integrated campaign that will run from May through July 2018 that can be leveraged at events, one on one interactions, emails and more to raise awareness of benefits that can be used at local farmer's markets. The following tools and technical assistance are included with this campaign:

- Brochure (using CalFresh EBT benefits at the farmer's market)
- Customizable flyer (local markets, activities)
- Pre-printed recipe cards from Eatfresh.org featuring seasonable fruits and vegetables and a reusable market bag
- Campaign guide (instructions, checklists, tips, and social media posts)
- [Webinar](#) to review all materials and to provide ideas on how to execute a successful campaign

### **ReThink Your Drink Event-in-a-Box**

Reduce sugar-sweetened beverage consumption among CalFresh recipients through community education events on our statewide event day to be held on May 16, 2018. The [Rethink Your Drink Event In-A-Box](#) is designed to provide an easy way to implement and support an engaging event for CalFresh participants. Events can be hosted by any community partner or county social services agency. May is CalFresh awareness month, so this provides one additional way for each county to celebrate. The following tools and technical assistance are included with this campaign:

- Educational materials, event activities and giveaways (games, surveys, stickers)
- Printed promotional materials (flyers, posters, table Display Cards)

- Comprehensive event guides (instructions, checklists, tips, and social media posts)
- [Webinar](#) to review all materials and to provide ideas on how to execute a successful campaign (May 2)

### **EatFresh.org**

Provide CalFresh participants with easy to use recipes and online tools that help them with healthy living. During client interactions, county staff are encouraged to distribute printed materials, provide verbal referrals, and run on-site demos for [Eatfresh.org](#) to help CalFresh recipients learn more about making healthy food choices. The following tools and technical assistance are included with this campaign:

- 5 different recipe cards
- Posters
- DVDs
- Free weekly emails that reinforce nutrition and cooking messages through Eatfresh.org
- Campaign guide (instructions, tips, and social media posts)
- [Webinar](#) to review all materials and to provide ideas on how to execute a successful campaign